

Tulita Ahara Partners with BatchMaster, Affirming Its Commitment to Quality & Growth



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Indore, Madhya Pradesh Jul 10, 2023 (Issuewire.com) - BatchMaster Software is all excited to be the technological partner of a renowned name in the food industry Tulita Ahara Pvt Ltd. Tulita Ahara, also known as NUTY Foods, has decided to implement BatchMaster Enterprise On [cloud-based ERP](#) (SaaS) system along with other key Add-Ons.

Tulita Ahara (TA) is a pioneer in the use of High-Pressure Processing technology (commonly known as Cold Pressurization) to provide extended shelf-life fresh food without adding any preservatives or additives. TA's pending technology is widely believed to disrupt the food industry as they already supply food to some of the biggest names in the food business.

The company has also launched several food brands, showcasing their commitment to innovation, and meeting diverse consumer demands. Among their notable brands is BaHa, a Mediterranean food brand known for its delectable and authentic offerings.

To explore BaHa's enticing product line, visit their website at <https://www.eatbaha.com/>. Tulita Ahara has also introduced SpiceX, a prominent Biryani brand, and NÜTY Haven, a captivating highway kiosk located on the National Highways in Anantapur.

As the brand expanded, and business processes became more complex. With growing complexity, it needed more comprehensive software solution to streamline its supply chain and overall business functions. Along with this, comprehensive quality control and laboratory capabilities were what they required.

Tulita Ahara found BatchMaster superior in terms of its functions and features specific to food industry. Also, the solution was tailor-made and supported various best practices of the industry. In nutshell, BME met all the requirements and therefore, it was the best pick by Tulita Ahara.

Tulita Ahara chose to implement cloud-based ERP with its core modules like Inventory, Purchase, Sales, MPS/MRP, Quality Control, Production, Laboratory, Formula, Costing etc. Additionally, they have opted for add-ons like BME Finance, Audit Logger and E-Signature functionalities to further improve their operational processes.

Mr. Ray Nathan, Founder & CEO of Tulita Ahara Pvt Ltd, expressed his excitement about the partnership, stating, "During our evaluation of various [ERP software](#), we found BatchMaster superior in terms of its functions and features specific to the food industry. We determined the product tailor-made for food producers, and it supported various best practices of the industry. [BatchMaster](#) team was highly supportive and informative during our evaluation and discovery sessions. The implementation team was prompt, articulate, and professional all along the process. By implementing BatchMaster ERP, we are ever more confident of our ability to deliver high-quality products to our customers, improve efficiency and deliver overall value to our stakeholders."

Mr. Nathan was especially happy with the promptness and professionalism of the implementation team all along the process.

Speaking about the partnership, Mr Sanjay Panjwani, MD, BatchMaster Software Pvt Ltd, said, "We are enthusiastic to be partners in the growth journey of Tulita Ahara as they launch these new brands. We are committed to providing them with the best possible software solutions and services and are excited to see what Tulita Ahara accomplishes in the future through this partnership."

About Tulita Ahara Pvt Ltd:

Tulita Ahara Pvt Ltd is a prominent player in the prepared food industry and pioneer in use of High-Pressure Processing technology to extend shelf-life of prepared food. TA operates a farm-to-table model and has recently launched new food brands BaHa (Modern Mediterranean), SpiceX (Biryani), Fantasia (Asian).

TA is also looking to launch direct-to-consumer cold-pressed food products such as Hummus, Vegetable Chutneys Dips and Heat & Eat Ready Meals, all prepared without the use of any preservatives or additives.

The company owns and operates one of the largest HPP food processing facilities in SE Asia with a capacity of 8 tonnes per day and planning to open new facilities in Hyderabad in the coming months. TA is committed to providing Nutritious, Tasty & flavourful food for Indian Consumers.

About BatchMaster Software

BatchMaster Software is one of the market leaders in offering enterprise software solutions for the process manufacturing industries. Through a vast industry experience with over 2000 implementations worldwide, BatchMaster clearly understands the unique industry challenges and offers ERP solutions that support industry-specific functionalities and handle critical processes of the micro-verticals.

BatchMaster empowers organizations to streamline their operations, reduce wastage, bring down costs, increase profits, improve compliance and manage safety to keep their customers happy and satisfied.

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